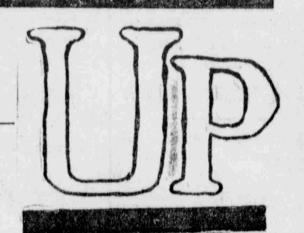
A year has passed since our first great Round Up Sale---memorable because it stands without parallel---because half-prices prevailed throughout the store which had been opened but three months previous---a store magnificent in appointments and its merchandise most desirable. • Peculiar conditions made the sale necessary. It seemed beyond comprehension that a store so far ahead of the times could be modern and yet popular-priced. Thousands of people were even afraid to investigate prices. However, that sale largely changed sentiment. The financial loss which it occasioned was the people's gain-yet indirectly it gained us the confidence of the public---making posssible a business the first year exceeding \$550,000.00---accounting for the present enormous trade which promises to reach greatly beyond those figures. . . . Today it is recognized that nowhere in Salt Lake is merchandise sold at such reasonable prices...on such close margin. Today no b onse is more popular...closer to the hearts of the people...the pride of the whole people.



Stock of Neckwear, Veilings, Parasols Entire

Why pay the full value of an article when you can get it for less—this week. And this is why our store should do the business this week.

If you know your husband does not appreciate the delights of shopping and is inclined to just drop in somewhere and buy suppose you anticipate is needs and buy furnishings for him is week at reduced prices. You will are enough to enjoy a whole afternors shopping. snopping.
prices are reasonable. It is
nose reasonable prices that the
ons are made.

Entire Stock of Ribbons ONE-THIRD

Umbrellas at One-Third off.

Less than Regular Prices.

Especially this week could your shopping be done in the forencen.

Every statement we make as to a bargain is a fact.

What do you need this week? It will be sold you cheaper than you are used to paying—anything you need. Every article on the first floor at re-

Our stock is all new. You can de-pend upon the qualities and styles. Everything we have is bright and new. Every article reliable.



Lawn Woists

Ladies' or Misses' lawn waists, with the New bertha effect, lace and embroidery trimmed, \$1.75 and \$2.00 for

Others trimmed with dainty lace and embroidery, divid e into three lots.

Odds and ends in broken sizes at One-half Price. \$1.75, \$2.00 and \$2.50 for \$1.35 \$2.75, \$3.00 and \$3.50 for \$1.95

\$4.00, \$5.00 and \$6.50 for \$2.95

Wrappers

ade of Lawn and Percale, light and dark colors, neatly trimmed, all sizes; \$1.25, \$1.50, \$1.75,

Our Entire Stock of the Following

Carments will be sold at a Reduction of 25 per cent.

Shirt Waist Suits.

Skirts of Mohair, Panama, Silk and Cheviots. Rain Coats. Silk Jackets.

Organdie and Lawn Dresses. Wash Skirts and Dresses. Which means

\$6.00 for \$4.50

\$10.00 for \$7.50

Linen Dusters

Made of Irish Linen with and without capes; finely tailored

Spring and Summer Suits Made of domestic and imported materials such as Voiles, Cheviots, Fancy Mixtures and Panama Cloth.

\$17.50, \$20.00, \$22.50 for \$9.75 \$75.00 and \$85.00 for \$36.00

Shirt Waists Suits Made of Cotton Voile and Ducking in light and dark colors;

Exceptional Reductions in Millinery One-Fourth to One-Half

Every article in the department in-luded with the exception of feathers. Twenty per cent discount on the enire flower stock. All trimmed hats one-fourth to one-half reduction.

These hats include the finest Parisian importations and the excellent product of our own workroom.

A THOUSAND BARGAINS NOT ENUMERATED HIERIE

WILL DELIGHT YOU.

Men's French Balbriggan regular \$1.00 garment, now 50c.

Men's French Balbriggan regular \$1.00 garment, now 50c.
White and Blue Ribbed, regular \$1.25 garment, now \$5c.
White and Blue Ribbed, regular \$1.00 garment, now 70c.
Blue Ribbed, regular \$1.50 garment, now \$1.00.
White Ribbed with a Silk Blue stripe, regular \$2.50 garment, now \$1.75.
Men's Silk Ribbed Underwear in Blue and Pink, regular \$7.50 garment, w 8.00. Regular Linen Men's Underwear, \$6.00 sults, now \$5.00.

MEN'S NEGLIGEE SHIRTS.

In Madras, Bedford Cord, White Pique, and Oxfords, all the latest colors and stripes and figures in blue, greys, champagnes and gun metals.

1.50 grade, \$1.95.
1.50 grade, \$1.20.

MEN'S HOSIERY

All the latest colors and shades in Men's Half Hose in Tans, Greys and solid effects:

11.50 grade, \$1.00,
11.25 grade, 75c.
11.00 grade, 65c.

35c. grade, 20c.

MEN'S SUSPENDERS.

All the latest patterns and webs in Men's Suspenders will go at the file grade, 75c.

50c. grade, 50c.

50c. grade, 25c.

50c. grade, 19c.

50c. grade, 25c. 35c. grade, 19c.

Similar reduction in everything in the department: Traveling bags and Sult Cases., Neckwear, Fancy Vests, Umbrelias, Canes, Men's Belts, Gloves, dress or work: Night Shirts, muslin and Silk; Pajamas, Bathing Sults, Golf Cisbs, Golf Vests, Golf Balls, Bath Robes, Bath Silppers, Lounging Robes, a few large sizes in Men's Flannel Outing Pants at half price.

MHILE LINENS DOMIESTICS 25 PER CENT DISCOUNT

Table Linens, Towels, Crashes, Art Linens, Linen Waistings and Suitings, Bed Spreads, Lunch Cloths, Damask Table Cloths, India Linens, Nainsooks, Long Cloths, Lawns, and in domestics all Ginghams, Calicoes, Percales. Shirtings, Muslins, Sheetings, Pillow Cases, Sheets, Comforts, Blankets, Flannels, Etc.

Lawns, Dimities; Crepes, Organdies, Mercerized Waistings and Suitings, Fancy Cotton Grenadines, Lawns, Etc., ONE-THIRD OFF.

Below

All \$6.00 and \$5.00 Grades

All \$4.00 and \$3.50 Grades

All \$2.50 and \$2.00 Grades

Full Lines—All Sizes While They Lost

GLOVES, JILK GLOVES. LACE MITTS, ETC., AT 20 PER CENT REDUCTION

MAGNIFICENT BARGAINS! A WEEK OF

A WEEK OF DEPENDABLE BARGAINS!

Muslim Underwear and Corset Round Up Reductions.

ENTIRE STOCK REDUCED 20 TO 50 PER CENT.

BLACK AND WHITE SATEEN PETTICOATS-

Made of a good quality of sateen, with a deep flounce on the bottom, trimmed with two ruffles; \$1.00 for

Made of a good quality of Batiste, lace trimmed, medium and short waist lengths; also tape and Batiste girdle; in white, blue, gray and pink; 50c and 65c for

SUN BONNETS-

Children's white and colored Sunbonnets, tucked and corded; all sizes; 25c and 35c for......

LADIES' SUN BONNETS-

Made of the best Gingham and Percale, tucked

DRESSING SACQUES AND KIMONAS-

Made of Organdie and Lawn, trimmed with embroidery and lace; also with self colored lawn to match; sizes 32

> 65c, 75c, 95c for 45c \$1.25, \$1.50, \$1.75 for 95c \$2.00 to \$3.50 for \$1.65

Goods, One-Third Round-Up Reduction

ALL PYROGRAPHIC WORK, STAMPED AND EMBROIDERED WODR, BATTENBERG, RENNAISANCE, CLUNY AND DRAWN WORK, ETC. AT ONE-THIRD OFF.

25c. Pyrographic pieces, for 16 2-3c.
45c. Pyrographic pieces, for 30c.
56c. Pyrographic pieces, for 33 1-3c.
66c. Pyrographic pieces, for 46c.
75c. Pyrographic pieces, for 50c.
\$1.00 Pyrographic pieces, for 50c.
\$1.25 Pyrographic pieces, for 83 1-3c.
\$1.75 Pyrographic pieces, for \$1.13.
35c. Stamped and Embroidered Pillow Covers, 23 2-3c.
40c. Stamped and Embroidered Pillow Covers, 26 2-3c.
65c. Stamped and Embroidered Pillow Covers, 43 1-3c.

Covers, 43 1-30

Stamped and Embroidered Pil \$1.25 Stamped and Embroidered Pil-ow Covers, \$3 1-3c. \$1.50 Stamped and Embroidered Pil-

Battenburg and Rennalsance

Battenburg and Rennalsano \$1.00 Battenburg and Rennaisance deces, 66 1-3c. \$3.00 Battenburg and Rennaisance

\$6.00 Battenburg and Rennaisance pieces, \$4.00. 25c. Embroidered and Drawn work doyles, 16 2-3c. 35c. Embroidered and Drawn doyles, 22 1-2c.
40c. Embroidered and Drawn work Embroidered and Drawn work loyles, 33 1-3c. 75c. Embroidered and Drawn work doyles, 50c.
\$1.25 Embroidered and Drawn work doyles, 83 1-3c.
40c. Pillow Girdles, 27 2-3c.
65c. Pillow Girdles, 43 1-3c.
75c. Pillow Girdles, 50c.
\$1.25 Pillow Girdles, 83 1-3c.
50c. Down and Feather Pillows, 23 1-3c. \$1.00 Down and Feather Pillows 1.25 Down and Feather Fillows,

\$2.00 Down and Feather Pillows, \$1.33 1-3c. All Battenburg and Rennaissan se Braids, rings and materials, embroidery and knitting silks, cords and tassels, bullion braids and fringes scarfs, table tops, doylies, spachtel work and art goods generally all at ONE-THIRD OFF.

A large stock of Pillow Tops, Bu rrt Leather Goods, ready-made pin cushions and cross-stitch work at H ALF PRICE.